

AUG 17 2006

Docket No.: 60097-0195

AMENDMENTS TO THE CLAIMS

Please cancel Claim 15.

Please amend Claims 1, 4, 14, 17, and 26 as follows.

1 1. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating a beginning portion of a commercial break in a program segment;
4 wherein said beginning portion is of a particular length of time; ~~and~~
5 wherein said beginning portion is authored to provide a teaser to entice a viewer to
6 watch commercials during the commercial break before the viewer causes the DVR to skip
7 through the commercial break; and
8 wherein the DVR pauses playing the program segment after displaying said teaser.

1 2. (Previously Presented) The process of Claim 1, wherein said teaser is a set of
2 images or a logo that indicate a commercial relating to a particular advertiser is present.

1 3. (Previously Presented) The process of Claim 1, wherein said teaser is a short
2 sequence of animations.

1 4. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating a beginning portion ~~[[of]]~~ within a television advertisement;
4 wherein said beginning portion is of a particular length of time;
5 wherein said beginning portion contains more important content designed to get a
6 desired message across to a viewer in the predetermined length of time; and

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7 wherein an advertiser is charged a particular fee by a content provider for placing the
8 television advertisement at a beginning of a commercial break.

5 - 13. (Canceled)

1 14. (Currently Amended) The process of Claim 1[[8]], wherein if said teaser is a menu
2 then the viewer is allowed to skip forward past the menu or select a particular item via the
3 menu.

15. (Canceled)

1 16. (Previously Presented) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising:
3 designating a beginning portion of a commercial break in a program segment;
4 wherein the beginning portion is of a particular length of time;
5 wherein said beginning portion is authored to cause a DVR to display a menu to a
6 viewer;
7 wherein the DVR pauses playback of the program segment after displaying the
8 menu; and
9 wherein the viewer is allowed to skip past the menu and continue viewing the
10 program segment, thereby causing the DVR to unpause the playback of the program
11 segment, or select a particular item via the menu.

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1 17. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating an end portion [[of]] within a television advertisement;
4 wherein said end portion is of a particular length of time;
5 wherein said end portion contains more important content designed to get a desired
6 message across to a viewer in the particular length of time; and
7 wherein an advertiser is charged a particular fee by a content provider for placing the
8 television advertisement at the end of a commercial break.

1 18. (Previously Presented) The process of Claim 1, wherein the teaser is a tag that
2 triggers the DVR to display a menu.

1 19. (Previously Presented) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 receiving a commercial advertisement, the commercial advertisement is authored to
4 provide a teaser in a first beginning portion of the commercial advertisement to entice a
5 viewer to watch commercials during a commercial break before the viewer causes the DVR
6 to skip through the commercial break; and
7 inserting the commercial advertisement as the first commercial in a commercial
8 break in a program segment.

1 20. (Previously Presented) The process of Claim 19, wherein the first beginning portion
2 is of a particular length of time.

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- 1 21. (Previously Presented) The process of Claim 19, further comprising the step of:
2 charging an advertiser a particular fee for placing the commercial advertisement as
3 the first commercial in the commercial break in the program segment.
- 1 22. (Previously Presented) The process of Claim 19, wherein the teaser is a set of
2 images or a logo that indicate a commercial relating to a particular advertiser is present.
- 1 23. (Previously Presented) The process of Claim 19, wherein the teaser is a short
2 sequence of animations.
- 1 24. (Previously Presented) The process of Claim 19, wherein the teaser is a tag that
2 triggers the DVR to display a menu.
- 1 25. (Previously Presented) The process of Claim 24, wherein when the menu is
2 displayed the viewer is allowed to skip forward past the menu or select a particular item via
3 the menu.
- 1 26. (Currently Amended) The process of Claim [[19]] 25, wherein the DVR pauses
2 playing the program segment when displaying the menu.
- 1 27. (Previously Presented) The process of Claim 19, wherein the DVR pauses playing
2 the program segment after displaying said teaser.

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1 28. (Previously Presented) The process of Claim 27, wherein the viewer can watch the
2 commercial advertisement or skip to a next commercial advertisement.

1 29. (Previously Presented) The process of Claim 28, wherein the next commercial
2 advertisement presents a second teaser to the viewer and wherein the DVR pauses playing
3 the program segment after displaying the second teaser.